

THE CANADIAN INDEPENDENT

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ORGAN
OF THE
INDEPENDENT
THEATRES
ASSOCIATION

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BRITISH-ITALIAN RECIPROCAL ACCORD

EDIT VIEWS

AIR COMPETITION

An avalanche of complaints has been let loose from all parts of the Ontario compass, converging in Toronto, to be registered at our office. The keynote and motive of all being, that theatres with paid admissions cannot compete successfully with free Hollywood air shows.

Since motion picture studios have gone into broadcasting with previews and postviews of picture material and big Hollywood stars, theatres hereabouts have been suffering from periodic sinking spells, Wednesday and Thursday nights marking the low spots on the patients' economic charts. Many exhibitors registering these complaints attest to a 30 percent reduction in receipts on these nights, while a few insist that the loss is nearer to 50 percent.

Now figures like these are not to be conjured with, when many of the subsequent-run houses involved in this loss have a struggle at best to keep the craft a few inches above the water mark. Battling against chain competitors, keeping a keen weather eye to general conditions and dopping out problems in smart exhibition is a heavy enough brain toll for the average exhibitor.

Add to these the competition foisted on them by

(Continued on Page 2)

Current Hits

The Firefly.
The Awful Truth.
Ali Baba Goes To Town.
Dr. Syn.
Ebb Tide.

MGM Theatre-Move Cancelled In Italy

The Duce is in a fighting mood since young Vittorio returned from Hollywood to papa with his tail feathers dragging in the dust. A war of retaliation against the American film industry shot its opening gun when the government cancelled plans of MGM to establish a first-run exhibition circuit throughout Italy. A series of drastic moves against

(Continued on Page 8)

Loew's Canadian Reports Increased Profits

Net profits for the year ending Aug. 26th, show a substantial increase according to the annual report of Marcus Loew's Theatres, Toronto. Earnings for the year, after all deductions, was \$111,730 as compared with \$81,795 for the preceding year.

Loew's London (Ontario) Theatres reported a net profit of \$15,596, compared with \$11,105.

Rockefellers To Back Dime Movies

A persistent report is afoot that the Rockefeller interests will build a chain of 300-seat theatres in key cities in the U.S. Admission, it is stated, will be a dime flat (perhaps this is a device to get back the dimes John D. scattered during his lifetime.) These dime theatres will be strictly single-feature houses with shorts to fill out. Plans are said to be already drawn for the dime-dome chain.

Italian Money Attracts British Producers. Tie-up effected After Hollywood Debacle.

Attractive financing offers from Italy have drawn a group of British producers to tie-up with Italy for the producing of pictures. Signor Forzano, head of the new Terrenia Studios, near Rome, and Mario Zanti, producer-director for Tiso Cities Films have effected the first working agreement, and a group of forty artists and technicians have left for Italy to begin work in their first picture "Thirteen Men And A Gun."

The first deal of the series calls for the production of seven English features in Italy within the next 12 months.

The difficulty in obtaining money in England for production purposes is said to be the reason for the new Italian-British working arrangement which seems to be heading for a reciprocal accord between the two countries. A reciprocal exhibition arrangement is said to be part of the deal. Perhaps the frustration of a similar hope in America contributed to the swift flight from those shores of the Dictator's son and motion picture scout.

Dallas Decree Carries Joker

The Dallas, Texas court decree in which the government enjoins the Interstate Circuit and major distributors from setting a minimum admission price at subsequent runs, and from setting restrictions on double-billing, has a nigger in it

(Continued on Page 8)

Allied And ITOA Unite Against Radio Competition

A joint meeting of the Allied Theatre Owners of New Jersey and the ITOA was held recently to discuss ways and means of combating radio competition. A standing joint committee will meet on the first Monday of each month to devise means for meeting exhibitor problems arising from this type of competition.

Dec. 14--All American Independent Meet

A joint exhibitor trade conference has been set for Dec. 14. Participating in this confab on trade problems, will be the Allied States As'n. of M. P. Exhibitors, whose president is Nathan Yamis, the ITOA, whose president, Harry Brandt, arranged the conference and the Motion Picture Theatre Owners of America headed by Ed. Kuykendall. If these three independent factions succeed on making a united front, they should be in a position to swing any reasonable program of reforms in the trade.

Held Over In Toronto

Ebb Tide.
The Shiek Steps Out.

ISSUED FOR THE BENEFIT OF
INDEPENDENT THEATRE OWNERS

PATRONIZE THE ADVERTISERS WHO MAINTAIN IT.

THE
CANADIAN INDEPENDENT

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EDIT VIEWS

(Continued from Page 1)

the same production studios whose product they are buying and trying to market, and you have a case of business jitters. A case of insult plus injury that breeds revolt. The knife in the back by the hand of a friend, is still "The unkindest cut of all."

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Now, it would seem from all we can gather, that it was not cupidity that prompted MGM, Warner Bros. and 20th Century-Fox to become ether vendors. It was rather, a move to control the quality of entertainment in which their stars should appear. Much of the material and direction in radio broadcasts had, they felt, been detrimental to the reputations of the stars, and were worse than questionable advertising plugs for their picture product. If these picture personalities, they reasoned, were to go on the air at all, it would be better for all concerned that they be expertly put on by the same studios that put them over in pictures.

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But, there seems to be the same gap between a good idea and a good show that there is between the proverbial cup and the ever-willing lip. MGM seems to have discovered that it has bought itself a headache at the same time that it sold an air show. Warner Bros. too, it is said, is reaching for the

asperin. These studios are beginning to realize, so goes the story, that they have bit off rather a big chaw, and that there are no cuspidors handy. It is being whispered in secluded corners that even in the big studios there may be a shortage of the kind of brains necessary to put over top-notch pictures and big air shows too.

If that realization alone is sufficient, well and good, they will probably find a way in which to bow gracefully out. But, if they don't, if the cash in hand is still too great a temptation, and they begin to solve these difficulties as they have a way of doing in Hollywood, they should be reminded of the fellow who had a wonderful roast goose dinner one day, but missed the regular breakfast egg forever after.

Competing with ones own customers to their financial detriment cannot help but reflect eventually on the value of the product you are selling to that customer.

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In Chicago, the Essaness Theatres, strongest independent chain, has invented a cute device by which to tell the story of such reduced values to the producer, in the language that speaks the loudest, the language of money. The plan is to play Metro's percentage pictures on Thursdays. We imagine that it won't take them long to catch on.

So far, Ontario exhibitors have done nothing but complain and discuss. But, should they see no relief on the horizon, they too will seek methods of bringing to the attention of the air-minded studios, the eloquence of that great silence when coins fail to find enough brother-coins to jingle against. That silence shrieks even louder than money itself.

We would like to hear from exhibitors from all parts of the Dominion as to the effect of Hollywood broadcasts on their business. Please write and tell us. Bringing the facts to the light may help.

Box Office Indicator
Down

It has been reported on good authority that the total boxoffice take for motion picture theatres across the line has taken a serious dip following the stock market's magnetic needle in its precipitous decent. Hit pictures that were grossing 65 to 75 percent above average six months ago are said to be hitting only 20 percent above, and just so-so stuff is going below the deadline of the average take. In spite of this gloomy outlook in end-column figures, the cost of pictures is still mounting. Alert exhibitors are sounding alarm gongs.

Neighborhood spots in Canada are showing grosses as low as the average summer business.

Blumberg New
Universal Prexy

Nate Blumberg, vice-president in charge of theatre operations of the RKO Theatres companies, has been elected president of Universal. R. H. Cochrane, president of New Universal since its reorganization was elected chairman of the executive committee but has refused to accept the post. He protested against the changes in the executive set-up but was voted down, whereupon he gave notice that he would take his case to the courts.



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National Motion
Picture Week

The Better Films Council of Chicago has launched a move for a "National Motion Picture" week. Mrs. Richard M. McClure, president of the Better Films council, has pledged the full support of her organization, together with all of the affiliated councils throughout the United States. She stated that the Motion picture, being so great a factor for education as well as entertainment was as justified in having a week set aside for emphasizing its value as are, books, art and music. "We feel," she said, "that in sponsoring such a campaign to aid the film industry we will be performing a constructive service."

Odeon Circuit Installs
Television

The 256 Odeon Theatres in England will be equipped with television in January, as an added feature with its regular film offerings. The programs will be sent from Alexandra Palace in London and will be relayed through Manchester to western houses, and via Liverpool for northern houses on the chain.

The installation of this feature is part of a drive to acquire dominance to the exhibition field in the British Isles.

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PUTTING THE READING CLASS ON THE CANADIAN LICENSE AGREEMENT

This is the first of a series of articles analysing sections of the contract all exhibitors sign but few ever read.

"IF AVAILABLE"

Signing on the dotted line has become so routine a part of modern business that few people stop to read the yards of closely-printed legalistic lingo that precedes their signatures. And wisely so. In the first place it saves the eyesight. The microscopic type generally used was not designed for reading, quite the contrary. It is chosen with the purpose of discouraging the attempt. And if that is not enough, the involved terminology and the mass of ifs, ands, buts and howsoevers make doubly sure that few minds will penetrate through to the intentions behind the barriers of printed matter.

So, an exhibitor buys himself a schedule of pictures, puts his name to the bargain and hopes for the best.

When he has done that he has really made a bargain, one that binds him to **exhibit or pay for** the number of pictures specified. **But**, is the bargain equally binding on the distributor? The exhibitor may think so, but actually the distributor has left himself a loophole big enough for a circus to march through. This big loophole consists of the two simple words, "if available."

In effect, these two words let the distributor out of his obligation to deliver. If any picture, or any group of pictures, presumably sold on the schedule, is not "available," for any reason whatsoever, then that's that.

Now, sometimes a picture is not available because of unavoidable delays in production. That contingency is the usual apology for providing the protection that this phrase gives to the dis-

tributor. In such a case the exhibitor would not wish to force or speed up a process, which forcing might result in damaging the quality of the product.

But, if the distributor is to be let out of his obligation to deliver a specific number of pictures during the term of the agreement, surely the exhibitor should be released pro rata. And this is why the exhibitor needs equal protection.

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OVERBUYING

When a distributor contracts to sell fifty pictures for the year, he may deliver the entire fifty, but he does not obligate himself to do so. He may deliver only forty. The rest are not "available." The exhibitor, on the other hand, has bound himself to buy the entire fifty. But knowing, by experience, that some portion of his schedule will not be forthcoming, he goes into the open market and picks up a dozen or more, as he needs them, to fill in the gaps of his schedule.

If deliveries on his contract are later made available, he finds himself overbought and having to pay for product he cannot use. This situation is the cause of many arbitrations and lawsuits in the motion picture business.

The exhibitor must have a program for each playing day of the year. He must cover himself with product. **How is he going to plan efficiently if he doesn't know how much of the product he contracts for, will be delivered and when?**

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HOLDING OUT

Then too, the reason for

Para. Settles

An amicable settlement of the exhibitors' strike against Paramount product, due to the non-delivery of a group of pictures in this year's schedule, has been effected along lines similar to the Philadelphia settlement. The terms were ironed out between Allen Usher, Para's district manager and a committee of the Independent Theatres Protective Ass'n. of Wisconsin and northern Michigan.

non-delivery is not always unavoidable delays in production. Sometimes, as was the case with Paramount's 1936-7 schedule, six pictures were withheld, although completed, presumably for the purpose of selling them at advanced prices on the following year's schedule. This maneuver resulted in a wide-spread buyer's strike, beginning in Philadelphia, Pa., and travelling across the U.S. to the West coast. Paramount product was boycotted in many theatres and organized exhibitors refused to sign new agreements with Para. until proper adjustments were made.

There is no other business we know of, in which a contract to deliver goods to a buyer gives the vendor the privilege of not delivering, yet binds the customer so that, if he buys elsewhere,

Neagle In Command Performance

King George VI and Queen Elizabeth have summoned Anna Neagle, star of "Victoria the Great" to give a performance. She will play certain scenes from "Victoria" in which she depicts the king's great grandmother.

he does so at his peril and is held financially responsible if subsequent delivery is made.

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CANCELLATION

This leads us to the cancellation privilege. This privilege is supposed, in a degree, to look after the over-buying situation. Cancellation, if equitably adjusted, would take care of the situation. But, here again, the noose is drawn so tightly on the exhibitors' end, that he is not allowed to slip through.

We will attempt to show how CANCELLATION is a trap baited with a good cheese aroma, but has a broken spring. It doesn't go off. The distributor can play all around it without getting caught.

Watch for our next article on CANCELLATION in an early issue of this paper.

TORONTO THEATRES FIRST RUN

IMPERIAL—"ALI BABA GOES TO TOWN"—20TH CENTURY-FOX—Eddie Cantor.

LOEW'S—"THE LAST GANGSTER"—MGM—Ed. G. Robinson, Rose Stradner.

"THE WOMEN MEN MARRY"—MGM—George Murphy, Josephine Hutchinson.

SHEA'S—"THIS WAY PLEASE"—PARAMOUNT—Mary Livingston, Ned Sparks, Bette Grable.

UPTOWN—"IT'S LOVE I'M AFTER"—WARNER BROS.—Bette Davis, Leslie Howard.

HOLLYWOOD—"A GIRL WITH IDEAS"—EMPIRE-UNIVERSAL—Wendy Barrie, Walter Pidgeon, Kent Taylor.

"THERE GOES THE GROOM"—RKO—Mary Boland, Burgess Meredith, Ann Sothorn.

RADIO CITY—"THE MAN WHO CRIED WOLF"—EMPIRE UNIVERSAL—Louis Stone, Barbara Read.

Jean Parker

in a
WARNING — to those who keep their children in ignorance of the most vital facts of their young lives!



*What will become of me?
What will happen now?
What will people say?
How was I to know?*

that there are two kinds of love until it was too late?

An Open Letter To All Exchanges

Dear Mr. Distributor:-

We, the humble exhibitors have been asking, imploring, clamoring and protesting for **better prints**.

We have been put off, placated, promised and cajoled. We have had patience. We are losing patience.

The fact remains that after all the bandying of words, that there are not enough prints brought into Canada, that those that are here, are frequently delivered in bad shape, scratched, worn, torn, with patches that are badly joined.

Some time ago a committee of the ITA met with the Motion Picture Distributors' Ass'n. about bad prints. It was promised action. Perhaps the committee should have asked then that you qualify "action." You have all been active, actively avoiding the issue.

Prints are still bad, if not worse. It makes for bad exhibition. What is bad for the exhibitor, is, in the end, bad for the distributor. These bad prints bear either your label or the label of the

Korda - Goldwyn - U. A. Deal Nears Deadline

The option to purchase the Pickford - Chaplin - Fairbanks stock of United Artists, will have to be taken up by Korda and Goldwyn by Dec. 23—the date first set in the option. According to those in the know, there will be no extensions granted. It is also said on good authority that Dr. A. H. Giannini will resign his presidency when the new set-up goes into effect.

SECRET FOR MAKE-UP KEPT LOCKED IN SAFE

Jack Dawn, Metro-Goldwyn-Mayer make-up expert, is the only man in the world who knows the secret formula for his plastic make-up, used in creating the characters of Napoleon in "Conquest," Wang in "The Good Earth," Louis XVI in "Marie Antoinette" and others. The formula is kept in a safe.

producer whose agent you are. What's the use of spending a million dollars, or more, for a picture if it comes through to the public patchy, uneven and marred? It's bad business all round to show good pictures badly.

Please take notice, therefore, that we, the exhibitors, are tired of complaining. If the remedy is not applied by you, we shall seek more direct methods of remedying this evil.

Yours respectfully,
Better Prints Committee
Independent Theatres Ass'n.

U. A. Sales Show Sharp Incline

In spite of a general financial decline in the industry and pessimistic cutting on production costs on the part of many major studios to reduce overhead, United Artists shows a decided increase in profits for the first 11 weeks of the current season.

The increase of 115% in sales over the corresponding period of last year is said to be the result of quality Product.

Such outstanding features as "Stella Dallas", "Dead End", "Prisoner of Zenda", "Vogues of 1938" and "Stand-in" are responsible for the splendid showing made by the sales department.

Future expectations loom equally bright, with such products as "The Hurricane", "Goldwyn Follies", "Nothing Sacred", "Marco Polo" and "Tom Sawyer", soon to be released.

The answer to the Hollywood jitters and the box-office blues seem to be Better Pictures. U. A. and Warner Bros. are leading the parade.

Uptown Theatre Toronto To Show Unique Soviet Film

"Violin Competition," one of the most unique short subjects ever filmed by the Soviet motion picture industry, has been booked for the Uptown Theatre, Toronto, for the week commencing Thursday, Dec. 9th.

At the Eugene Ysaye International Violin Competition in Brussels, Soviet child prodigies took five of the first six prizes, including the first. The winner of the first prize, David Oistrakh, is in his early twenties. The other Soviet prize winners are young players in their teens.

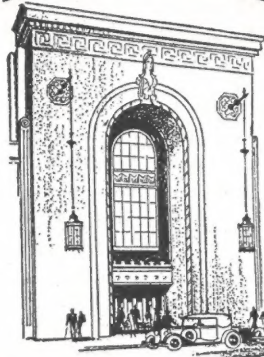
"Violin Competition", is a newsreel of the actual renditions which carried off the laurels for these Soviet students of the Moscow Conservatory of Music.

"Zola" In Record Holdover

"The Life of Emile Zola" has been held over for the 7th week at the Carlton Theatre, London.

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TWICE TOLD TALES

Elmer Rice and Dorothy Parker, wrote "Close Harmony." At a dress rehearsal in Wilmington she sat next to Arthur Hopkins, the producer. The leading lady of the play was a trifle on the voluptuous side, and Mr. Hopkins turned to Miss Parker and asked, "Don't you think that girl ought to wear a brassiere in this scene?"

"God, no," was the Parker reply, "you've got to have SOMETHING in the show that moves!"

* * *

A movie queen got engaged the other evening and in front of a party of friends, asked her fiance where he'd like to go for a honeymoon. He said, "Oh, I don't care. Where do you usually go?"

* * *

And talking about a Hollywood actress, Buddy Clark said: "She has a model husband but now she wants a different model."

* * *

It actually happened. Sam Goldwyn was asked by a friend for a letter of recommendation. "Sure," shot back Sam, "I not only will give it to you, but I'll put it in writing."

Perhaps it's an oldie, but it amused us when Ricardo Cortez told it. It's about the little Hebe seated in a bus, next to a westerner. The stranger pulled a ham sandwich out of his pocket and offered the Hebe half of it. The little fella politely refused. A short time later, the westerner drew out his flask, and hospitably offered his seat companion a swig. Upon his second refusal, the westerner became infuriated, drew out his six-shooter, pressed it into Hebe's ribs and said, "Drink—damn you—When I invite you to take a drink, drink!" "Okey, Okey," the shrimp shrugged, "—but so long you got me cornered, you might as well pass me the ham sandwich!"

* * *

And we've just gotten a report of Goldwyn's conversation with a young lady to whom he was explaining the idea around which his new picture will be based. "It'll be an epic of beauty," Sam said, "—pitched between the women who go to beauty parlors, and the clean, wholesome, naturally beautiful type of girl." The young lady interrupted, — "But, Mr. Goldwyn, let's not kid ourselves. You know there's not a natural beauty in Hollywood." . . . "Well, never mind," countered Goldwyn, "we'll use make-up."

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DIGEST of REVIEWS

PARAMOUNT

NIGHT CLUB SCANDAL—

Excellent murder story with John Barrymore as the diabolical smoothy, charming Lynn Overman as the whimsical reporter, and Charles Bickford as the hard-boiled police captain. This one skips the mystery angle by showing up the murderer in the beginning, yet holds the attention while it unravels.

THE BARRIER—

An exceptionally good Western but will do with strong support. Cast includes Jean Parker, Jimmie Ellison and Leo Carrillo.

THIS WAY PLEASE—

This one was adversely reviewed in our last issue. Since then word has reached us that it is doing well in spots. The radio names seem to be bringing them in. Happy to pass the good word.

REGAL

THE LAST GANGSTER—

A gripping gangster yarn with Edward G. Robinson at his best. The new Viennese star, Rose Stradner, is adequate, and James Stewart does the rescuer to the damsel in distress with aplomb. The plot is relentlessly realistic and holds the audience in a grim spell to the end. Strong meat for those that can take it.

DOUBLE WEDDING—

This one seems to be the indifferent result of stretching a thin two-reel comedy out to feature-length. The whole effect seems forced and strained. Metro can do much better with such stars as William Powell and Myrna Loy. The picture is sure to gross on their names, but some damage will be done for future business.

MADAM X—

The old tear-jerker brought to the screen again with Gladys George who gives a first-rate performance. It is well-produced, but returns are doubtful, due to worn-out theme.

WARNER BROS.

THE MISSING WITNESS—

This story of gang rackets and their final elimination makes a fair second, with strong support.

20TH CENTURY-FOX

ALI BABA GOES TO TOWN—

Here is a natural, packed with entertainment and headed for BUSINESS. While there is plenty of Eddie Cantor throughout, the picture does not rely on him to carry the thing through alone, but is packed with other entertainment. The theme is a satire on American politics.

45 FATHERS—

A pleasing Jane Withers picture, better than its predecessors, with plenty of good comedy. It should help to strengthen many a program.

EMPIRE-UNIVERSAL

PORTIA ON TRIAL—

This is an excellent program picture with a strong emotional appeal. Will hold its own in any company.

RKO

THERE GOES THE GROOM—

A good picture on any program, starring Ann Southern, Burgess Meredith and Mary Boland. Excellent comedy start to finish.



Personalities



Rosezell Rowland, the golden girl of N. Y. burlesque, who wore for her stage costume a glittering coat of gold paint, has become the bride of a titled Belgian multi-millionaire gold mine owner. Which goes to prove that all that glitters doesn't have to be gold as long as it exercises allure.

o o o

Humphrey Bogart, has a phobia about owing people money, he never buys on the instalment plan? Does he like the cash and carry plan I wonder? It was a great stage lover who first introduced it you know. Remember the fellow who gave Sapho a lift upstairs?

o o o

Dorothy McNulty, Warner Bros. starlet, gave her new husband, Dr. Lawrence Scroggs Singleton, a piano and a course of music lessons as a wedding present. Sounds like a wifely campaign. "Music hath the power to tame the savage breast," you know.

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The doc countered with a diamond-studded platinum vanity case which seemed to reply, "Vanity, vanity, all is vanity."

o o o

The same Dorothy, though only 23 years of age, has behind her a brilliant musical comedy career, was on her way to a writing career, when she was inducted into movies via a big role in "After the Thin Man." Seems like dame nature, too, studded the gal's vanity case with a few gems.

o o o

Prof. Monty Woolly, for twelve years a member of Yale University's faculty, will play the uncle of Virginia Bruce in "Arsene Lupin Returns." Well, turn about is fair play since the films have started going to college it's right that Profs. start going into films. Maybe they will both benefit.

o o o

Barbara Moynihan, of the University of Chicago has predicted that in fifty years the blonde type of beauty will be as extinct as the dodo. Inter-marriage of recessive blondes with dominant brunettes is said to be making for the elimination of the "Angel" type. Ain't that the way of it? It's the thing "preferred" that is taken away!

o o o

George Brent's prize dog returned home after a month at a dog training academy and promptly chewed up a pair of George's shoes. Brent said, "I tore up his diploma and threw it in his face." How many daddies feel like doing the same to their escapading Juniors when they find that dearly-bought degrees fail to modify conduct to any great degree? That's when pater starts chewing up the scenery and thinking he is leading a dog's life.

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Clark Gable has a stand-in who wears his new hats for a week, to break them in. May we suggest La Garbo for his new shoes?

o o o

May Robson wrote her first fan letter to Mickey Rooney for his work in "Thoroughbreds Don't Cry." When one Hollywood star fans another, that's news.

AND NOW— "DANCING LADY"

Something entirely new . . . and a "pip" of a Deal to relieve that "tired feeling" at the Box-Office!

As usual the "wise boys" will cash in on this crowd-getter.

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Kudos to Ray Lewis Editor-Publisher-Author

Our long-time friend and veteran publisher of the Canadian Motion Picture Digest has had her original story "London Melody," produced by Herbert Wilcox, English producer of "Victoria the Great," Anna Neagle, star of "Victoria" and Tullio Carminati, co-star in the film vision, redubbed "Look Out For Love." This is probably the deep dark secret that kept Ray in London some seven months on her coronation trip. We wish to applaud the intripid Ray Lewis, and wish her the same success as a screen author that she has enjoyed as a publisher and editor to the trade.

ANTI-CRIME SHORTS TO BE SHOWN G-MEN

J. Edgar Hoover, head of the Bureau of Investigation, Department of Justice, and Attorney - General, Homer Cummings, had a private showing in Washington of "Behind the Criminal," the latest Metro-Goldwyn-Mayer short drama. The story deals with the menace of the crooked lawyer against whom Hoover is conducting a vigorous campaign. Hoover was so enthusiastic that he has arranged to have every one of Metro-Goldwyn-Mayer's "Crime Does Not Pay" shorts shown to his entire staff of G-Men, as the pictures are released.

"What Price Innocence" Surprise Hit

A re-issue of "What Price Innocence" by Columbia proved an unexpected bonanza in the first few test bookings.

Williard Mack, Canadian-born veteran of the stage and screen, wrote, directed, and played in the picture. "What Price Innocence" reveals the tragedy of a young girl, who, following her natural sex impulses, blindly falls into the old-age trap of unblessed motherhood. Her mother, who, mistakenly relied on her young daughter's innocence to safeguard her chastity turns on her in bitterness. The heartbroken, bewildered girl pays for her misstep with her life, a suicide.

Jean Parker does excellent work as the tragic sacrifice on the altar of innocence and prudery. The picture packs a powerful lesson for both parents and flaming adolescents. They will both want to see it. The first bookings have held for full weeks to packed houses.

Clark and Myrna Elected King & Queen

Clark Gable and Myrna Loy were elected King and Queen of Moviedom by a newspaper poll registering 20,000,000 American and Canadian votes.

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TO ONTARIO EXHIBITORS THIS IS AN OPPORTUNITY

Organization is the only weapon left to the independent theatre exhibitor, with which to fight monopolistic tendencies in the motion picture field.

A well-organized active group of independents can wield the same power and win the same advantages for its members as an organized circuit enjoys.

The Independent Theatres Association wants to help you to strengthen your position. It wishes to add to its numbers so that it can better serve the entire independent section of the trade.

It has been effective, in many instances, in protecting and bettering the position of the small theatre man. As example:

1. By sending representatives to the Copyright Appeal Board at Ottawa to protest advances in Performing Rights rates.
2. By successfully petitioning Premier Hepburn for the removal of the Ontario theatre tax.
3. By publishing The

Canadian Independent to keep exhibitors throughout Canada informed on the situation in the trade, and to voice protests against abuses.

4. By attempts at making arbitration and conciliation more effective means of procuring justice for the independent exhibitor.

The ITA is now inviting all Ontario independents to join in the work and benefits of organization. Lend us your strength and we will give you a multiplied power for the protection of your business.

The attractive rates for out-of-town membership (other than Toronto) appears on the separate application blank enclosed in this issue of the paper. It is the most effective form of business insurance you can procure.

Start the new year right by filling in the blank now and forwarding it to Independent Theatres Association, 21 Dundas Sq., Toronto.

English Rate

Mickey Mouse

In the new British "Who's Who" Mickey Mouse rates 23 lines.

Comedy Gift Night

A few neighborhood theatres in Toronto are trying out comedy gift night as a means of combatting circuit competition. This business stimulator was stopped by the police department about five years ago under a certain section of the criminal code, declaring it a raffle. It has been revived now by other than the lucky numbers method, simply by awarding a premium or prize to such members of the audience who happen to have with them some peculiar article named by the master of ceremonies. The Queens, the Classic and the Fox theatres, Toronto, have instituted comedy gift night and are prepared to fight for the right to use this popular form of improving business. Another method of business stimulation being watched with interest is the American Quiz game. That's the one in which the smart girls and boys carry off the prizes.

BUILDING NEWS

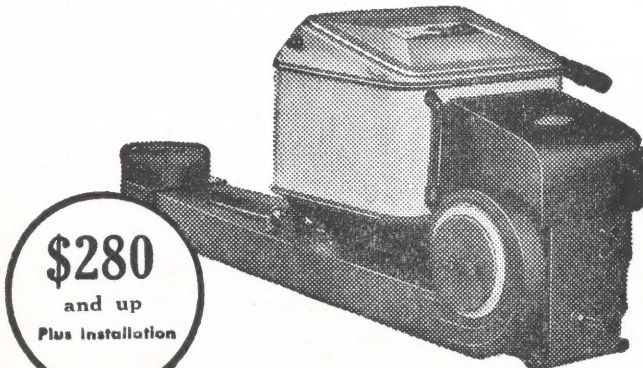
Two new theatres are being planned for Imperoyal, N.S., by Mr. H. R. Walker, owner of the Princess theatre. The Casino Theatre, Sydney, N.S., will be turned over to Mr. John Khattar for management. Mr. Stan McLeod, former manager of the Casino, is planning one of his own in Sydney. Mr. D. P. MacDonald, owner of the Capitol Theatre, Sydney, N.S., is said to be arranging for a new one nearby. The Hanson Theatres Ltd., are planning the following new theatres: at Bloor and Jane Sts., Toronto, a new 750 seat house. At St. Catharines, Ont., a new theatre near the Capitol theatre, 1,000 seats. Plans for this one are being prepared by Kaplan and Sprachman, theatre architects.

The Imperial Theatre, Toronto, was closed on Dec. 12 for complete renovation, to be reopened on New Year's Eve.

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Up-to-the-Minute MOVIE NEWS

Grand National has released "Something To Sing About" to the following Canadian houses: The Elgin, Ottawa; the Rialto, Edmonton; the Grand, Calgary; and the Vanity, Windsor. Effective campaigns, with 24 sheets and distinctive exploitation, were put on by Mr. Paul, manager of the Elgin and Mr. Barron of the Grand.

Paramount has exercised six months' options on three of its young contract players. They are Betty Grable, who has just finished a featured role in "Thrill of a Lifetime," Terry Ray and John Payne.

When Gerston Allen discovered that when the epidemic had closed Simcoe theatres, the "Louis Farr" Pictures had not been shown in Simcoe. After taking over the Lyric Theatre, he arranged immediate dates. Exhibitors all over Canada are arranging return engagements of these truly great fight pictures.

Port Credit is to be congratulated on its new Vogue theatre. Mr. Farrow put over his opening by advertising in all adjacent towns.

A. R. Davis, now operating the Belmont, Toronto, has arranged for the Grand National program. His first show included "Small Town Boy" and "Song of the Gringo."

Harold Kay at the Fox theatre, Toronto, has changed his policy to 3 changes weekly. He will have to add more seats soon.

George Houston, appearing in the "Wallby Jim of the Island" series, for Grand National, has a grand personality and voice. He sang two of the songs from the first picture Sunday night over the NBC radio and he was wonderfully received. This is one of Grand National's early releases.

Conrad Nagel, he of "Yellow Cargo", Grand National, appears each Sunday on the radio as Master of Ceremonies.

"Tex Ritter" in "Tex Rides with the Boy Scouts," now showing at the Central theatre, New York. We look for these pictures to make their appearance in Canada soon.

Tex Ritter has Personality (sh-h we hear the ladies love him) and his voice is ideal. On his recent personal appearance tour he wowed them

Genial Dr. Buzz Stewart of Hamilton was in town, just setting some Grand National dates — reports business excellent.

"Great Guy," Grand National's first 'Cagney' picture, has finally landed in Pt. Arthur and Ft. William, a natural for those cities, Cagney tops as a Box Office attraction throughout Western Canada.

Sharpe of Calgary has now arranged for the "Louis-Farr Fight" pictures to play the balance of his circuit. Fine judgment, especially now that all exhibitors are arranging return engagements for this great fight picture. These pictures have played from New Foundland to Yukon territory and seem to go on and on.

Luis Alberni has been signed for a Prominent role in "Bluebeard's Eighth Wife" which Paramount will put into production shortly with Claudette Colbert and Gary Cooper co-starred under the direction of Ernest Lubitsch.

DALLAS CASE

(Continued from Page 1)

bigger than the woodpile itself. Allied has taken up the fight to have a rider removed from the decree, supposedly slipped in by the defendants, without the court's full knowledge of the possible application of such provisions. It reads "This decree does not affect the legal right of any distributor, without understanding or agreement with any other distributor or exhibitor, for the exclusive exhibition of his copy-righted motion pictures or time of exhibition." Reduced to everyday English, this paragraph gives distributors the right to exclusive selling and playdate designation, two rights hitherto not specified by law or contract.

Production Studios To Cut Costs

The major Hollywood studios are sharpening their pencils and narrowing their eyes in a move to cut production costs. It seems to have suddenly been brought home to them that increasingly colossal expenditures are not warranted either by the condition of the home market or by the state of the European market. The English quota and the Fascist bloc against American product has given them pause. There will be fewer million dollar pictures than originally planned it would seem. Production costs have

ITALY OUTS M G M THEATRES

(Continued from Page 1)

U. S. films and distributors is in the offing. It looks as if the Italian market will be the price paid for the lack of welcome accorded to Mussolini's son by certain Hollywood factions. The Hay's office is being impounded for an emissary to protect American interests in Rome. Partly to offset this loss, American producers are considering plans to dub Hollywood pictures in Spanish. The Latin-American market is considered ripe for good pictures in its own tongue. United Artists is testing this field with three Mexican-made talkies.

'Victoria' Grosses In London

"Victoria the Great" has started on the 8th week of its run in the Leicester Square theatre outstaying all other films at that theatre.

mounted approximately 41 percent in the past two years. A close check will be kept from now on, on the box-office value of stars. Those who fail to gross, will be offered contracts with adjusted salaries when options expire. Others will be dropped altogether. The pessimistic mood in home offices was slightly lifted due to Thanksgiving holiday grosses, which were decidedly higher than expected.

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